



## Bachelor of Arts or Science Business Administration - Marketing Emphasis

### Freshman - FALL SEMESTER - 16-18 hours

#### GENERAL EDUCATION REQUIREMENTS

- ENG 011 Freshman Seminar (1)
- ENG 104 English Composition I (3)
- BIB 113/123 Old or New Testament Survey (3)
- MTH 143 College Algebra (3)
- CAS 101 Intro to Speech Communication (3)
- Non-Life Science (3-5)

### Sophomore - FALL SEMESTER - 16 hours

#### GENERAL EDUCATION REQUIREMENTS

- HST History Course (3)
- PHE P.E. Course (1)
- ECO 213 Macroeconomics (3)

#### MAJOR REQUIREMENTS

- ACC 243 Principles of Accounting I (3)
- MAN 243 Principles of Bus. Mgt. (3)
- BUS 273 Business Statistics (3)

### Junior - FALL SEMESTER - 16 hours

#### GENERAL EDUCATION REQUIREMENTS

- LIT Literature Course (3)
- PLS 131 US and MO Constitutions \* (1)

#### MAJOR REQUIREMENTS

- BUS 363 Business Law (3)
- FIN 323 Principles of Finance (3)
- MKT 323 Principles of Advertising (3)
- CAM 453 Public Relations (3)

### Senior - FALL SEMESTER - 15 hours

#### MAJOR REQUIREMENTS

- BIS 353 Business Info Systems (3)
- ECO 343 Money & Banking -OR-  
FIN 343 Money & Banking (3)
- MLN Language Course (BA Only) or Elective (3)
- Upper Level Business Department Course (3)
- Elective (3)

### Freshman - SPRING SEMESTER - 15-16 hours

#### GENERAL EDUCATION REQUIREMENTS

- ENG 106 English Composition II (3)
- BIO Life Science Course (3-4)
- Fine Arts Appreciation Course (3)
- BIB 113/123 Old or New Testament Survey (3)

#### MAJOR REQUIREMENT

- BUS 333 Applied Calculus (3)

### Sophomore - SPRING SEMESTER - 14-16 hours

#### GENERAL EDUCATION REQUIREMENTS

- HST History Course (3)
- PHE P.E. Course (1)
- Fine Arts Course (1-3)

#### MAJOR REQUIREMENTS

- ACC 263 Principles of Accounting II (3)
- MKT 313 Principles of Marketing (3)
- ECO 223 Microeconomics (3)

### Junior - SPRING SEMESTER - 15 hours

#### GENERAL EDUCATION REQUIREMENTS

- LIT Literature Course (3)
- General Education Option (3)

#### MAJOR REQUIREMENTS

- BUS 303 Business Communications (3)
- MKT 343 Sales Management (3)
- Upper Level Business Department Course (3)

### Senior - SPRING SEMESTER - 15 hours

#### MAJOR REQUIREMENTS

- BUS 499 Business Strategy (3)
- MKT 483 Marketing Research (3)
- MLN Language Course (BA Only) or Elective (3)
- Elective (3)
- Elective (3)

\*required for non-Missouri high school graduates

#### ADDITIONAL REQUIRED MAJOR COURSES:

6 hours of 200-level (or above) BIS or CIS courses: \_\_\_\_; \_\_\_\_; \_\_\_\_; \_\_\_\_; \_\_\_\_; \_\_\_\_

This is a proposed guideline. Please check the catalog and see your advisor for your final degree requirements. *Revised 10/12*  
Hannibal-LaGrange University reserves the right to make changes to degree plans without advanced notice or obligation.  
The student is responsible for understanding and completing all general education, degree, departmental and graduation requirements.